

Judging Rubric for Graphic Design Classes 11a, 11b, 13–17				
Criteria	Above Average to Excellent	Average	Poor to Fair	Points earned
Composition/layout/design 20%				
Design attractiveness (10 points)	The project is exceptionally attractive in terms of design, layout, neatness, dominance, rhythm, size, etc. (8 to 10 points)	The project is attractive in terms of design, layout and neatness and demonstrates an understanding of the use of design tools. (6 points)	The project is acceptably attractive though it may be a bit disorganized and does not demonstrate a clear understanding of layout, dominance, size, rhythm, balance, etc. (0 to 4 points)	
Design appropriateness (10 points)	All graphics are related to the topic and make it easier to understand. If a logo, poster, or cover, the design clearly communicates the idea, topic, or intent. (8 to 10 points)	All graphics are related to the topic and most make it easier to understand. If a logo, poster, or cover, the design communicates the main idea. (6 points)	Most graphics relate to the topic. If a logo, poster, or cover, the design falls short of clearly communicating the main idea or intent. (0 to 4 points)	
Creativity/originality—20%				
Creativity and originality (20 points)	The project shows exceptional creativity and originality in concept and execution. The piece stands out among its peers. (16 to 20 points)	The project shows creativity and originality. (12 points)	The project does not stand out as creative or original. (0 to 8 points)	
Production/printing/image quality—20%				
Quality of graphics (10 points)	Illustrations/photos and overall production are clean, clear, and beautifully reproduced. (8 to 10 points)	Illustrations/photos and overall production are well done but not exceptional. (6 points)	Overall production lacks clarity and quality. (0 to 4 points)	
Overall quality (10 points)	The overall publication is clean, clear, and beautifully reproduced. (8 to 10 points)	Overall publication is produced well, but is not exceptional. (6 points)	Overall reproduction of the publication lacks clarity or shows flaws in production. (0 to 4 points)	
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Judging Rubric for Graphic Design Classes 11a, 11b, 13–17 (continued)				
Criteria	Above Average to Excellent	Average	Poor to Fair	Points earned
Idea effectiveness 20%				
Effectiveness (10 points)	Visuals explain and reinforce content in a powerful way. (8 to 10 points)	Visuals support content well. (6 points)	Visuals do not complement content and were chosen without care. (0 to 4 points)	
Inclusion and diversity (10 points)	Shows consideration for inclusion of all members of a potentially diverse audience (people of various races, genders, socioeconomic classes and other points of human diversity) or shows why such inclusion is not applicable. (8 to 10 points)	Shows some consideration for inclusion of all members of a potentially diverse audience. (6 points)	Shows little consideration for inclusion of all members of a potentially diverse audience. (0 to 4 points)	
Typography 20%				
Readability and style (10 points)	Readability guides all decisions. Style is consistent for section. (8 to 10 points)	Readability is good and style is generally consistent. (6 points)	Readability is poor and style is inconsistent. (0 to 4 points)	
Contrast and unity (10 points)	Number of typefaces is limited. Contrast in size, weight, capitalization and color is interesting. Repetition of typographic techniques is used for unity. (8 to 10 points)	Typefaces contrast in size, weight, capitalization and color. Some repetition of typographic techniques is apparent. (6 points)	The piece could be improved by limiting typefaces or by improving contrast in weight, capitalization and color. (0 to 4 points)	
				Total points
				Rank (Gold/Silver/Bronze/None)